

The Write Stuff: Creating a Reader-Friendly Newsletter

Civil Air Patrol

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The Write Stuff

Creating a Reader-Friendly Newsletter



Too much to cover?



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Or not enough?



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The solution?

Have a plan!

- Know your audience
- Know your goals
- Know your design
- Know your production process

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Newsletter elements

- Nameplate
- Contents
- Graphics
- (Calendar)
- Masthead
- Text



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Nameplate



- Publisher:** CAP
Audience: Members
Subject: News/info
Benefit 1: Staying informed
Benefit 2: Learning
Benefit 3: Team building


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2003 CAP National Board & Annual Conference

Melanie LeMay – Strategic Communications

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Nameplate



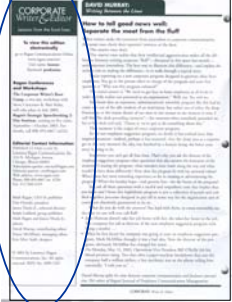
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Masthead

- Name and address
- Editor and contributors
- How to reach you
- How to reach the organization
- Frequency of publication
- Cost
- Purpose or mission
- Officers of organization
- Web site
- ISSN




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Masthead

- Contents
- Masthead
- Four color



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Contents

- This issue's features
- Regular features
 - Calendar
 - Awards
 - Promotions
 - Columns
 - Profiles
 - Safety
 - Statistics



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Layout and design

Four C's of layout and design

- Consistency
- Conservation
- Contrast
- Creativity!

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Elements of layout & design


- Headlines
- Text
- Photos and graphics
- Cutlines

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Points of entry



- Contents tease head
- Contents tease text
- Holiday ornament
- Headline
- Cutline
- Photo
- Subhead

OTHERS...

- Outquote
- Info box
- Graphic

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Headlines

- Present tense
- Shorter, larger
- Impact (point of entry)
- Consistent ULC or LC
- AP style


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Text



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Text



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Text


DO	DON'T
• Get to the point!	• Use jargon (military or business)
• Start with a good lead	• Load up with acronyms
• Be reader-friendly	• Forget to credit contributors
• Follow AP style	• Be afraid of contractions
• Get the facts right	• Be too stuffy to use humor
• Get the names right	• Gush
• Get the ranks right	

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Text and photos

Design programs

- Microsoft Word
- Microsoft Publisher
- Quark Xpress
- Adobe PageMaker
- Adobe Photoshop
- Freehand/Illustrator
- Shareware



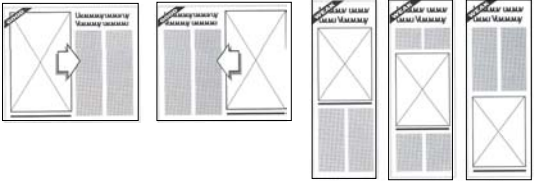
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Text and photos

GOOD **GOOD** **ALL WEAK**




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Text and photos





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Text and photos



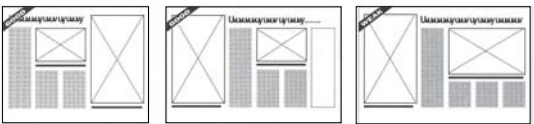
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Text and photos

GOOD **GOOD** **WEAK**



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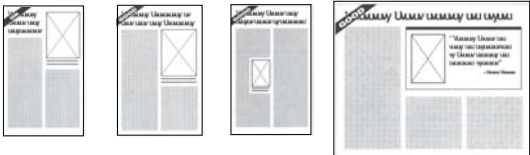
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Text and photos

MUGSHOTS

OK **GOOD** **GOOD** **ESPECIALLY GOOD**



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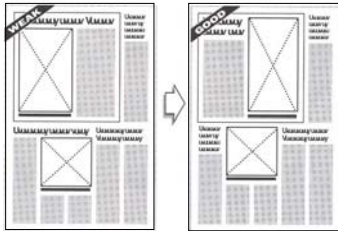
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Text and photos

BUTTING HEADLINES



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Text and photos

BAD JUXTAPOSITIONS



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Photos and graphics

BAD PHOTOS

GRIP 'N' GRIN



EXECUTION AT DAWN



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Photos and graphics

BAD PHOTOS

GUY AT HIS DESK



THE BORED MEETING



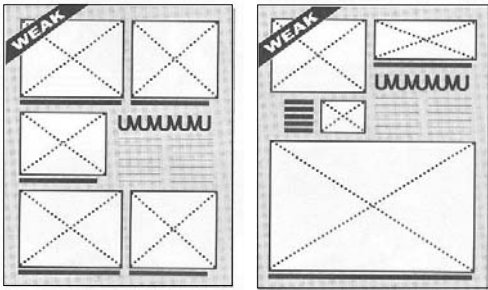
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Photos and graphics

WEAK



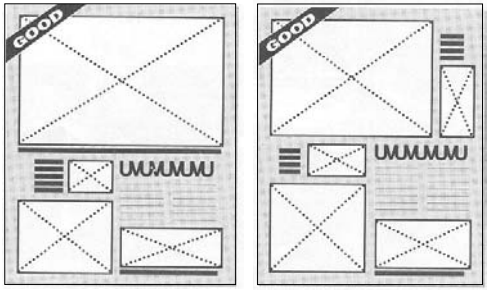
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Photos and graphics

GOOD



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Cutlines

- Present tense
- Names and ranks
- Place
- Date
- Description
- At least two lines
- Include photo credit

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Production problems (you can do something about)

- Aimlessness
- Miserliness
- Vanity
- Arrogance
- Laziness
- Negligence
- Writeritis
- Apologetics
- Monotony

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Production problems (you can't always do something about)

- Late stories/photos
- Last-minute additions
- Computer crashes
- Technical glitches

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Templates

[http:// office.microsoft.com/
downloads/2000/WrdTemp.aspx](http://office.microsoft.com/downloads/2000/WrdTemp.aspx)

Download the supplemental newsletter templates and wizards.

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Design ideas




- Screens
- Interesting photo
- Photo trimmed
- Attention grabbing headline

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Design ideas




- Icons used throughout
- Two color printing
- Bold headline fonts
- Contents on front page

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Design ideas




- Modular layout
- Two color printing
- Gridlines
- Graphics
- Outquote boxes

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Design ideas



- “Briefs” for each subject area
- Short, columnar format
- One color printing

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Design ideas



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Handout booklet

- Photo and text layout grids
- Newsletter production flowchart
- Sample layouts
- Spelling cheatsheet

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Questions?

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